David Tian, Ph.D. presents…

CHARISMA CODE:

Part II

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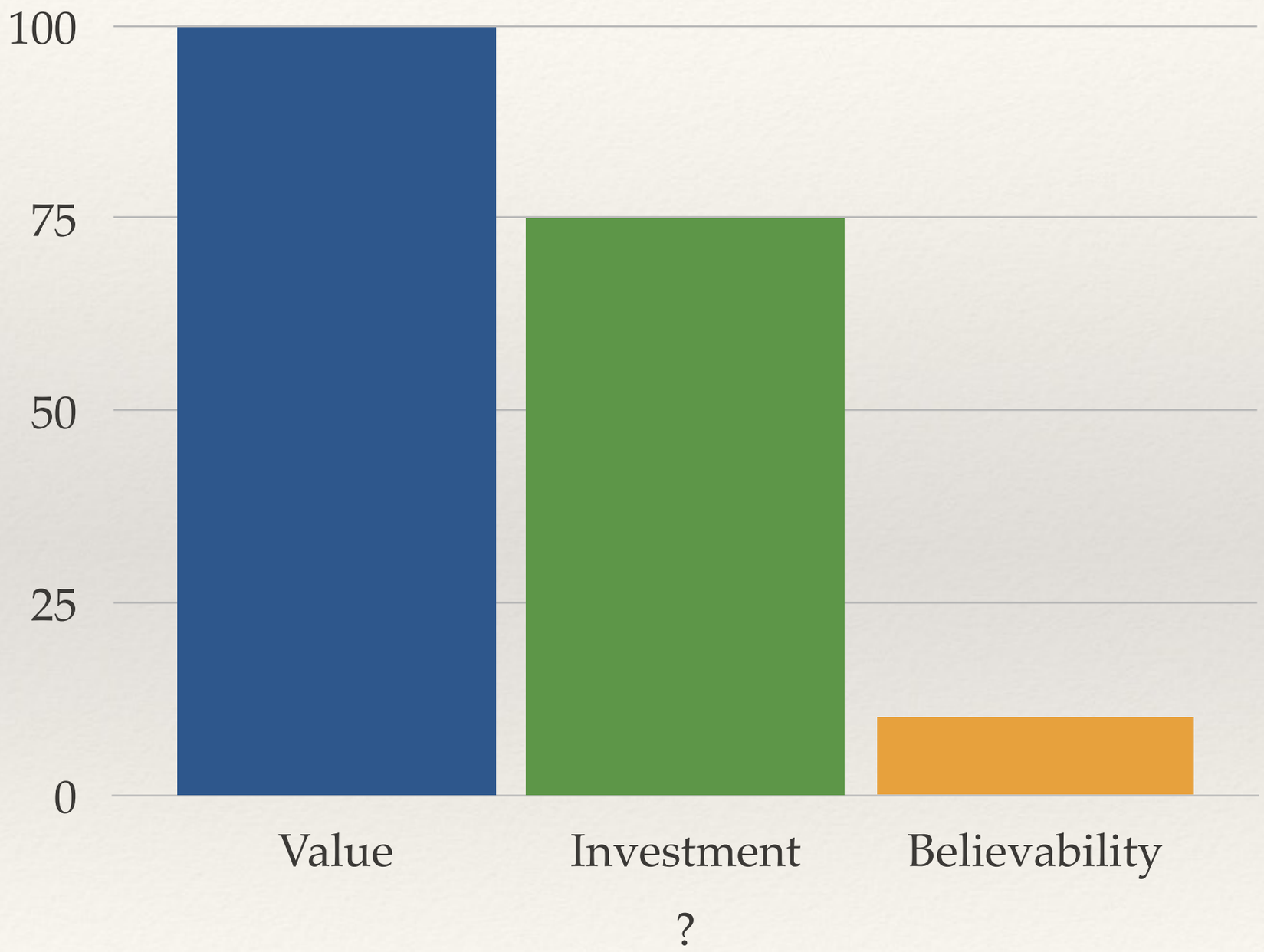
What Do Women Want?

- Lover vs. Provider
- Short-term
  - Good feelings
  - Dominance/Assertiveness, Leadership/Status, Physical Fitness and Health, Looks (high testosterone, symmetrical), Adventurous, Sexual Confidence, Laidback
- Long-term
  - Status, Resources, Physical Fitness and Health, Emotional and Mental Health, Reliable, Stable, Ambitious, Industrious, Intelligent, Humorous

VIB Model

- Synchronic vs. Diachronic Models
- Diachronic: Approach -> Open -> Pump Buying Temperature -> Build Believability -> Close (-> Phone / Text -> Isolation -> Escalation) -> Relationship
- Synchronic: VIB (Value-Investment-Believability)
- Your Overall Attractiveness to a Female is only as high as the lowest of your three scores on Value, Investment, and Believability

VIB Variations



Value is Relative

- Value = What people consider to be important
- Value is relative
- In YOUR reality, your opinion outweighs everything else…by a LOT

Determine Your Own Values

- First, determine your own values
- What do you stand for?
- What treatment do you expect from others?
- Make your values and standards concrete and specific
- Live by them. Make decisions by them.
- Periodically re-evaluate

Earn Your Self-Esteem

- Be your own super-hero
- Decide who you want to be APART from any specific woman
- Create your own character as specifically as possible
  - Daydream and brainstorm. Write it down.
  - Make a list. Systematically work through your list to become your natural super-hero
- The existential problem
- Go out and EARN your right to feel good about yourself
  - Self-efficacy -> Self-esteem -> Attractiveness

Universal vs. Niche Value

- Universal value based in evolutionary psychology
- Niche value
  - Examples: Artsy, Jock, Cowboy, Bodybuilder, Tattooed, Long Hair, Preppy, Party Guy, Rocker

The Screening Frame Is Necessary

- The Screening Frame
  - Frame = Interpretative lenses you're using to determine meaning during the interaction
  - Screening = Evaluating, Judging, Filtering
  - Example: "You might be attractive, but looks aren't everything. What else do you have going for you besides your looks?"

Take on the Abundance Mindset

- Women only want men that other women want
- Always be ready to walk away
- The Beginner's Paradox
- Adopt the THOUGHTS and BELIEFS of your Super Hero
- Examples:
  - "The world is full of beautiful, attractive women who will all love me once they get to know me."
  - "I have an abundance of women in my life to fulfil me."
  - Ask yourself, "What would a guy think, say, and do who already has 2 girls waiting at home for him?"

Review IV

- What Women Want
- Synchronic and Diachronic Models
  - VIB Model
- Value is Relative
- Be Your Super Hero
- Universal vs. Niche Value
- Screening Frame
- Abundance Mindset
- NEXT: Investment and Believability

Investment

- Cost-Worth Connection
  - Post-hoc rationalising
- Why Investment is necessary
- Forms of Investment
  - Time and Effort primarily

Investment and Value

- Value Flux
- Proper rewards: Conditioning
  - Operant Conditioning
- Traditional Investment Scale
- Aim Higher
  - Redesign your investment scale
- Mutual Value Escalation

Believability

- The Key to Elite Game
  - Assume solid foundations
    - Believes YOU are genuine
    - Believes your words (esp., compliments and qualifications are sincere)
    - Believes your escalations are sincere
    - Screening and Qualifying

Review V

- Investment
- Investment and Value
- Believability
- NEXT: Screening and Qualifying

Screening

- S&Q raises all of V, I, and B
- SCREENING FRAME
  - Stay open-minded
    - Not interrogation
    - Real vs. False
- Focus on non-physical qualities until post-sex
- Stock examples
- Casual. Start small and build.
- Match with your non-verbals.

Qualifying

- Stock qualifications
- Use the word “friend”
- Reward with non-verbals
- Takeaways as calibrators
- Reward the effort
- Variable Reinforcement
  - Dolphin Training. Slot Machine.

Review VI

- Screening
- Qualifying
- NEXT: The Fundamentals

Body Language

- Over 50% of attraction
- Evolutionary psychology
- Default Body Language
  - Back-Broad-Up-In-Breathe

Movement

- Slow and Smooth as default
  - No jerking, rushed, or out of control movement
- Eating, drinking, walking, etc.
- Kill the fidgeting
  - Revel in the tension of the stillness

Positioning

- How to enter a venue
- Power Positioning
  - Comfort
    - Leaning back, sitting down
    - Her back to the action
- Post up in a high traffic area
- Polite Zone
- Mirroring

Eye Contact

- Blink Rate
  - Michael Caine video
- Sticky Eyes
- Right Eye to Right Eye
- Triangular Gazing
- Sexual State Transference
- Copy the movies
  - *Top Gun. Casino Royale.*

Tonality

- Contingent on context
- Slow and Smooth as default
  - Mental state
- Play with pauses
  - Tension. Emphasis. Controlling attention.
- Volume and Projection
  - Do Vocal Warm-Ups Daily
- Example: Hungarian guy in *Eyes Wide Shut*

Review VII

- Body Language
  - Movement
  - Positioning
- Eye Contact
- Tonality
- NEXT: How to get the number, get the date, and close the date by getting physical (and sexual, if you want)